

Quote

THE WEEKLY DIGEST

Volume 17

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Number 2

MAY WE *Quote* YOU ON THAT?

Pres HARRY TRUMAN, in State of Union speech to Congress: "I hope for co-operation from farmers, from labor and from business. Every segment of our population and every individual have a right to expect from our gov't a fair deal." 1-Q

Editorial in *St Paul* (Minn) *Dispatch*: "(The Pres's message) is a digest of the 315 speeches he made in the campaign last fall. What it all adds up to is a re-deal of the New Deal." 2-Q

Sen WM E JENNER, of Ind: "The Pres's State of the Union message sounded like a 1949 socialist manifesto. Norman Thomas could have said it with half the words." 3-Q

Wall St official, after hearing State of Union speech: "(It sounded as if) we are heading back toward the middle of the road." 4-Q

Dr PETER MARSHALL, Senate chaplain: "I'm supposed to pray that God will guide these men but I'm too late. They already know what they're going to do. So what chance does God have?" 5-Q

Col FRANK L HOWLEY, U S military commandant in Berlin, ordering American personnel to stop fraternizing with Russians: "As long as the Russians keep up this inhuman blockade around Berlin, while American and British fliers are dying . . . to keep the airlift flying, and as long as the American people are forced to spend

millions of dollars to overcome this bestial blockade, then I do not want my men to be mixing socially with them." 6-Q

NICHOLAS E PETERSON, v-pres First Nat'l Bank of Boston: "Friendly co-operation of capital, labor and Gov't is vital. There is no real conflict of interests. The principal objective of all groups is to provide a profitable economy and a high level of employment." 7-Q

DWIGHT EISENHOWER, Pres of Columbia Univ: "Another war would be catastrophic. But if we are strong we can co-operate with the world—if we are weak we can only beg." 8-Q

HENRY WALLACE, former Progressive party candidate: "There will never be world peace until both the U S and Russia are willing to see the UN equipped with armed might greater than that of either nation." 9-Q

CHAS SAWYER, Sec'y of Commerce: "Everyone is ready to admit the dangers of inflation but few are willing to forego the immediate gains we realize in a boom period." 10-Q

GEO MARSHALL, Sec'y of State: "For'n policy has taken a seat at the dinner table." 11-Q

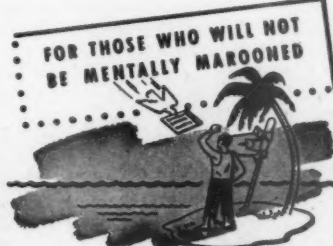
WALTER BEDELL SMITH, U S ambassador to Russia: "I imagine that in the Soviet Union there are some people sympathetic with a more

conciliatory policy than the harshness we have so far encountered. But it is difficult to say who they are and what they represent. After all, my relations with the Politburo have been somewhat limited." 12-Q

MAE WEST, actress: "Men are my hobby, and if I got married I would have to give up my hobby." 13-Q

JOANNE CONNELLEY, N Y debutant, confessing she'd "like to know how the other half lives": "I go into stores and pay \$300 just like that for a dress. I guess the average person has to save and save and save to do that." (Quoted by CLAIRE COX, UP) 14-Q

Maj Gen'l CLAIRE CHENNAULT, of the famed Flying Tigers: "I am convinced that the people of this planet must move inevitably toward a single form of world gov't if civilization is to survive. It is our task to see that this world gov't comes as a mutual federation of free peoples rather than thru the ruthless domination of a master slave state." 15-Q





ACTIVITY—1

The happiest and most useful people are those with many interests. People with no interests grow into introverts, cultivate self-pity, make themselves uncompanionable and get into mischief. They are like a ship at sea with its rudder gone.—F R JOHNSON, *Saks News*, hm, Saks 5th Ave.

AGE—2

Growing old is no gradual decline, but a series of tumbles, full of sorrow, from one ledge to another. Yet when we pick ourselves up we find no bones are broken; while not displeasing is the new terrace which stretches out unexplored before us.—LOGAN PEARSALL SMITH, quoted in *English Digest*. (London)

AMERICA—Immigration—3

No matter what other nations may say about us—immigration is still the sincerest form of flattery.—*Pathfinder*.

BUSINESS—Gov't—4

We must gradually but resolutely transfer people from gov't to business payrolls; from non-productive gov't jobs to wealth-creating business jobs. We have been fighting private business—whittling it

down. Now we must whittle down gov't and build up business. A man on a gov't payroll, however useful his work, is generally a load on private business. A man on a private business payroll is not, because he is not only drawing pay but is taking part in the great work of producing wealth—food, clothing and other necessities of life.—JOHN T FLYNN, "What You Can Do to Get Prices Down," *Plain Talk*, 12-'48.

CHINA—Customs—5

In certain parts of China custom decrees the burning of money on the grave of the deceased, the thought being that he is able to buy his way to a better place in the world beyond, which is divided into heavens, one above the other.

Since inflation has carried the Chinese dollar to a dizzy height where it takes between 10 to 20 million to make an American dollar, ordinary citizens are receiving a fast start in their heavenly journeys. News of inflation is not expected to reach past the 1st heaven for yrs. It is not uncommon now for billions of dollars of the devaluated currency to be sent up in smoke, giving the deceased a sendoff once reserved for emperors.—*Svenska Dagbladet*. (Stockholm, Sweden)

CIVILIZATION—6

Once a man would spend 2 wks waiting if he missed a stage coach. Today he raves if he misses the 1st section of a revolving door!—*Louisville Courier-Jnl*.

COMMUNISM—Democracy—7

Communism is where the performance is promised. Democracy is where the promise is performed.—JULIUS TANNEN, quoted by WALTER WINCHELL, *King Features Syndicate*.

CONCEIT—8

Once the reporter, Richard Harding Davis, wrote his name on a tablecloth belonging to Mrs John Kendrick Bangs. "Some people,"

suggested Davis, not too modestly, "would have that embroidered." "I," said Mrs Bangs tartly, "will have it laundered."—*Des Moines Register*.

CONGRESS—Regulation—9

One Senate regulation prohibits a mbr's bringing flowers into the chamber. One version of the reason for the ruling is that many yrs ago a senator used a large bouquet of flowers on his desk to hide a small jug of whisky.—*Detroit Free Press*.

CONTROL—Self—10

Self control is the best way to prevent control by someone else. Anger has no place in good public relations.—Dr B F DAVIS, Exec Sec'y, Calif Stock Growers & Feeders Ass'n.

DIET—11

The heavy girl was complaining that her diet didn't work. "They told me to have orange juice and whole wheat toast in the morning. But they didn't say whether to do this before or after breakfast."—BEN SALLOW, *Alliance* (Neb) *Times-Herald*.

DUTY—12

Do your duty and leave the rest to providence. — STONEWALL JACKSON, Civil War Gen'l.

EDUCATION—Teaching—13

Today teaching is a science, like engineering. The teacher is constructing a mechanism of behavior, and it is one of the most important of nat'l tasks to see that the millions of new citizens we pour into the sts and shops every yr adjust their behavior in harmony with the collective needs and to their particular job. — *American Freeman*.

EFFICIENCY—14

Efficiency is o k if warmth and humor go with it. As an old footballer said lately, "It was fun to be beaten by Notre Dame in Rockne's time."—Sen SOAPER, *syndicated col*.

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FREEDOM—of Press—15

The Americans tend to place the emphasis, so far as the freedom of the press is concerned, on the absence of restraint or interference by the gov't. The Russians, on the other hand, tend to place their emphasis on the affirmative obligations of a press to the people.—*Standard*. (American Ethical Union)

Vision

In reply to suggestions that German publications discontinue items and pictures of things not available there: "Please leave us our hopes for a secure, better, and more beautiful life which we all wish to have some day. Continue to show us the beautiful styles from Paris, London and N Y. Even if we need everything at the moment, we like to think that somewhere there are new styles. So, please, please, continue to let us look out of our ruined windows into the beauties of a 'better world.'"—*Constance*, Germany. (Quote translation) 16

GERMANY—Air Lift—17

The Berlin air lift cost the Air Force \$73,029,700 for a little over 5 mo's of operation, Eugene M Zuckert, Asst Sec'y of Air, estimated recently. A breakdown on this cost figure contained no reference to the cost of food and other supplies except to Berlin. The figure thus appeared to represent the overall cost to the Air Force, but not the grand total including Army outlay for supporting service and for the supplies themselves. The cost estimate covered the period between the start of the airlift on June 26 and Nov 30, during which 421,260 tons were delivered to Berlin.—*AP*.

" "

The Berlin air lift has boosted our prestige enormously in Germany. From a propaganda standpoint, it would be cheap at double the cost.—Dr CARL J FRIEDRICH, special advisor to Gen'l CLAY.

HISTORY—Fallacy—18

The phrase "Go West young man, go West", was not 1st used by Horace Greeley, but by John L Soule, in the *Terre Haute Express*, 1851. Greeley copied the phrase in

an editorial in the *Tribune*, and when it became popular, he disclaimed authorship and printed Soule's original article in his paper.—ORVILLE A LINDBQUIST, *Common Fallacies Regarding U S History*. (Dietz)

JUVENILE DELINQUENCY—19

Adult friendships with children is the simplest remedy for reducing juvenile delinquency, according to Dr Howard A Lane, prof of early childhood and elementary education at N Y Univ. "In my experience with police dep'ts I have never encountered a delinquent child who had one decent adult friend. The great need of children is for fun and real affection from adults." — *Boston Globe*.

LANGUAGE—20

Words are the dress of thought, which should no more be presented in rags, tatters, and dirt than your person should.—*Adv's Digest*.

MARRIAGE—Japan—21

This is the traditional marriage season in Japan, contrasted with June in the U S. The practical reason is that Japanese brides used to be made up heavily and wore heavy horse-hair wigs for the ceremony. The outfit is too uncomfortable to be worn in spring or summer.

Most of the marriage-bound couples this season have thin purses and are looking for cut-rate offers.

One Tokyo dep't store does a flourishing sideline business in a marriage "pkg" deal which includes everything from a wig for the bride to a box lunch for the guests. This store reports 70% of its clients rent their wedding finery.—*Minneapolis Sunday Tribune*.

MATURITY—22

An obscure tribe in Australia celebrates the coming of age among its mbrs by knocking out all their teeth. This toothlessness is the accepted mark of adulthood. Growing up among the Witoto of Northwest Amazonia is celebrated by allowing the individuals involved to have their 1st taste of meat. After the meat ritual the new grown-ups are also allowed their 1st go at cocaine, which is standard fare among their elders.—JAS C ADAMS, *Argosy*.

OPTIMISM—Pessimism—23

There seem to be people around like the man who insisted he was very optimistic about the future of his business. "Then why do you look so worried all the time?" a friend asked him.

"To tell the truth," the man repl'd, "I'm worried now about my optimism." — *Horizons*, syndicated by Cambridge Assoc's, Boston.

POLITICS—24

Political development may flow along its evolutionary path much as a river flows steadily on its way to the sea; or, like a river frozen and stopped by winter ice, it may be held back only to break out later with the torrential violence of revolution.—*NEA Jnl*.



Jan 16-23—Church & Economic Life Wk
Nat'l Printing Wk
Nat'l Thrift Wk

Jan 16

1509—d Edmund Spencer, English poet
1778—France 1st nation to recognize American independence
1917—d Adm Geo Dewey, Naval comdr at Manila bay
1919—18th Amendment ratified
1942—d Carole Lombard, actress, in plane crash

Jan 17

1706—b Benj Franklin, statesman, author, inventor
1860—b Anton Chekhov, Russian writer
1863—b David Lloyd George, British statesman
1893—d Rutherford B Hayes, 19th Pres of U S

Jan 18

1779—b Dr Peter Mark Roget ("Roget's Thesaurus"—1852)
1782—b Dan'l Webster, statesman, lawyer
1862—d John Tyler, 10th Pres of U S
1882—b A A Milne, poet and author
1936—d Rudyard Kipling, British author

Jan 19

1736—b Jas Watt, Inventor of steam engine
1807—b Rob't E Lee, Confed Gen'l, Civil War
1809—b Edgar Allen Poe, poet, author

Jan 20

1783—Great Britain acknowledged American independence
1900—d John Ruskin, British writer, critic
1949—Inauguration Day

Jan 21

1729—b Edmund Burke, British politician
1824—b Thos (Stonewall) Jackson, Civil War Gen'l
1855—b John Moses Browning, firearms inventor
1924—d Vladimir Lenin, founder of Soviet Republic

Jan 22

1561—b Francis Bacon, essayist
1788—b Lord Byron, English poet
1901—d Queen Victoria of England
*relevant material in current issue



AUTOMOBILE—Appliances: New automobile light that looks around corners is being developed in Detroit. Moves with wheels, spreads illumination over large areas. Light cannot interfere with steering, can be turned on without headlights being 1st put into use. (*Grit*)

FLOOR COVERING: Plastic asbestos floor tile resists fire and is unaffected by grease and oil and alkaline moisture. Comes in colors, is quiet underfoot and is recommended for schools, offices and kitchens. (*McCall's*)

OFFICE APPLIANCES: Hungary plans to make a 10,000 monthly production of what is claimed to be the world's smallest portable typewriter—2 ins high and with a base 12 by 8 ins. (*Reuters*)

PAINT: Non-inflammable mat'l said to remove 3 coats of paint in 1 application. Safe to use on any metal or wood; will not bleach or raise grain of wood. Can be left on without becoming set or hard to rinse off.

Aluminum paint which will resist heat up to 1000° F has been developed for use on outdoor boilers, steam pipes, smoke stacks, manifolds and engine heads. Will not blister when rain strikes hot surfaces. (*Horizons*, syndicated by Cambridge Assoc's)

WEATHER—Prediction: New radar screen spots approaching storms as far as 200 mi's away, giving city at least 6-hr warning. Device to be installed in NYC soon, is said to be accurate enough to prevent faulty forecasts such as one last winter when weather bureau predicted light snow flurries—25-in blizzard arrived instead. (*Townsend Nat'l Wkly*)

POTENTIALITY—25

The weakest among us has a tift, however seemingly trivial, which is peculiar to him, and which worthily used, will be a gift also to his race.—JOHN RUSKIN, British writer & critic.

PROGRESS—26

Francis Bacon (born 1-22-1561) wrote that "It would be an unsound fancy and self-contradictory to expect that things which have never yet been done can be done except by means which have never yet been tried." In science, engineering and industry, new means have been tried with a success which now leaves us agast. In the fields of human relationship that involve groups and nations, we seem to be using no means that were not old when Bacon was a boy.—*Exec's Digest*, syndicated by Cambridge Assoc's, Boston.

The Shrine of Lenin

Lenin vigorously denied God. He worshipped instead "the people." By official communist admission at least 5 million of these same Russian people were either starved to death or executed under his personal orders.

But the irony goes even deeper than that. Lenin was personally perhaps the most modest and unassuming dictator who ever lived. Completely Spartan in his habits, he often complained sadly of the fulsome praise lavished upon him by the Soviet press. "This completely un-Marxist emphasis on an individual," he said, "is extremely harmful. It is bad, entirely inadmissible and unnecessary."—FELIX MORLEY, *Nation's Business*.

Lenin's mausoleum is still the most frequently visited shrine in the Soviet Union. His body lies in state beneath the mausoleum, preserved in life-like state. It is brightly lighted, the only lighted object in the room. Passing the revered body of their revolutionary leader, many Russians weep. There is evidence that the memory of Lenin is still as strong today among the Russian people as it was on the day of his death 25 yrs ago (1-21-'24).—AP.

RUSSIA—vs U S—28

Under the Soviet system in '40... the Soviets req'd 1,600,000 bookkeepers to keep acc'ts on their \$30 billion business. The U S req'd 800,000 bookkeepers to keep acc'ts on their \$100 billion business. The Soviets had 1 bookkeeper for every \$1,800 worth of product. The U S had 1 bookkeeper for every \$12,000 worth of product. The Soviets req'd 2 million political policemen to keep watch and punish the population. The U S req'd none.—H R KNICKERBOCKER, Pulitzer Prize winner for distinguished for'gn correspondence, *Plain Talk*.

TOLERANCE—29

Tolerance is bigger than race, greater than creed, mightier than color. It is not a breaking down of all barriers between ourselves and the other fellow; it is the realization that, in reality, there are no barriers to break down.—*Science of Mind*.

TRIBUTE—30

America has furnished to the world the character of Washington, and if our American institutions had done nothing else, that alone would have entitled them to the respect of mankind.—DAN'L WEBSTER, statesman & lawyer.

WAGES—31

On the authority of the U S Labor Dep't we learn that a factory worker of 1913 who earned \$11 a wk now draws \$51. For this 460-plus % increase, he works 2.9 less hrs per wk. In terms of purchasing power, he can buy just twice as much.—KVP *Philosopher*, hm, Kalamazoo Vegetable Parchment Co.

WAR—32

People who are war germ carriers should be inoculated. They should be vaccinated immediately or treated so they will no longer be dangerous germ carriers to society.—LELAND STOWE, writer & foreign correspondent, in lecture at De Pauw Univ.

WORK—Viewpoint—33

It is the biggest mistake to think you are working for someone else. Try to realize that someone else is paying you for working for yourself.—*Wesley News*.



"Time Eats All Things . . ."

No description can do full justice to the rich and dramatic fare to be found in CARL SANDBURG's epic novel, *Remembrance Rock* (Harcourt, Brace, \$5.). Written by a poet, troubador, biographer, historian and storyteller, it is the record of human beings who lived and dreamed and worshipped, who killed, hated and loved with reality and passion thru 3½ centuries of American History. In it is woven "the mystery of the American Dream with the costly toil and bloody struggles that have gone to keep alive and carry further that Dream."

Orville Brand Windom, former Supreme Court Justice, making a wartime broadcast to men in the Pacific, hoped that his grandson Raymond would hear him also. Judge Windom died before Raymond ret'd, and the legacy he left with Mimah, Raymond's wife, was a mss he had prepared thruout the yrs—a record of the family from Plymouth, and thru them the struggle and bloodshed and laughter that went to make up America.

(From a recording) they would hear his voice again giving that speech. Then they would open the Box . . . When his will was read, there were instructions that . . . Raymond and his wife, with no others present, should open the Box and see for the 1st time for their use "certain personal papers, documents and mss . . ."

The recording arrived Mon morn'ing . . . The same voice came again in the same room—for 2 listeners and those 2 only . . . "When we say a patriot is one who loves his country, what kind of love do we mean? A love we can throw on a scale and see how much it weighs? . . . Or is a patriot's love of country . . . beyond all reckoning and measurement? . . . These are questions . . . the answers to them we know in part . . . when a nation goes down and never comes back, when a society or a civilization perishes, one condition may always be found. They forgot where they came from . . . faces of today, of now, of this hr and this min . . . many of those same faces have had their . . . shining moments in our America of the past . . . That high-pitched squealing (Mimah's baby) . . . was the cry of the future, the voice of the next generation . . . This is one crisis, the latest one. There have been others in the making of this nation . . . I look back and see my grandson and his wife 300 yrs ago in the town of Plymouth—and in the next moment I see him in a place named Valley Forge and she is at home with their child wondering when the war will end—and again I see him in that

tornado of action called Gettysburg . . . I see their faces the same in those days as now . . ."

The recording had closed. "The moment it ended," said Mimah, "he stepped over and reached his arms around the baby and me and whispered, 'I hope Raymond was listening.'"

Mimah turned 1 key in the Box, Raymond turned the 2nd key. At the top lay a note they read without a word to each other.

My dear ones—Mimah and Raymond—you whose faces I cherish—you whose faces I have seen far back in other times of the American Republic long and long before you were born—you will please me for the love I bear you—by reading this mss . . . and may it be that as you live with these repeating faces that weave a blood-scarlet thread over and thru the story of our country—may it be that you will find tokens and values worth your time in living with them and my time in the many yrs I have given them—so be it—a thousand deep prayers I speak for you—my blessings go with you always—may your intercessions to an all-wise Providence be heard—so be it— and farewell—

. . . Mimah took the top sequence, its cover marked Book One, turned to the 1st page and read: "Time eats all things. The brown gold of autumn says so. The falling leaves in the last rainwind before the 1st spit of snow—they have their way of saying, Listen, be quiet, winter comes: Time eats all things."



The 17th chick

Nat'l Printing Wk (Jan 16-22) marks the 243rd birthday of BENJ FRANKLIN (Jan 17-1706), noted printer, philosopher and statesman. FRANKLIN was 1 of 17 children, and the only one of the family who is remembered today. ELBERT HUBBARD, who wrote FRANKLIN's biography, said in his book, it was as tho a hen had laid 17 eggs and hatched 16 barnyard fowl and one eagle.

The following excerpt from a letter to his friend, the Rev Dr Priestley, is dated June 7, 1782, and is taken from the Wolf Magazine of Letters, hm, Wolf Envelope Co.

Men, I find to be a sort of being very badly constructed, as they are generally more easily provoked than reconciled, more disposed to do mischief to each other than to make reparation, much more easily deceived than undeceived. . . In what light we are viewed by superi-or beings, may be gathered from a piece of late West-India news. A young angel of distinction being sent down to this world for the 1st time; had an old courier-spirit assigned him as a guide; they arrived over the seas of Martinico in the middle of the long day of obstinate fight between the fleets of Rodney and DeGrasse. When he saw the (gun fire), the decks covered with mangled limbs, and bodies dead or dying, and the quantity of pain, misery, and destruction; he turned angrily to his guide, and said, you blundering blockhead; you undertook to conduct me to the earth, and you have brought me into hell! No, Sir, says the guide, I have made no mistake; this is really the earth, and these are men. Devils never treat another in this cruel manner; they have more sense of what men (vainly) call humanity.

GOOD STORIES

You Can Use

The producer was planning a war movie. "This will be the extravaganza to end all extravaganzas," he purred. "I'm going to use full armies—4,000 men on one side and 5,000 on the other."

"A total of 9,000 in one movie?" exclaimed the director. "How can we afford such an extravaganza?" "Easy," repl'd the producer. "We'll use real bullets!"—*Chicago Sun Times*.

The latest invention is said to be a beer glass with a magnifying bottom for watching television.—Houghton Line, hm, E F Houghton & Co.

Two Englishmen bound for N Y had been sitting side by side on deck-chairs without exchanging a word. On the 3rd day one fell asleep and his book dropped with a thud. It broke the ice. The other man picked it up, and the following dialogue took place:

"Thanks very much."

"Going across?"

"Yes, I am, actually."

"So am I."—*Politiken*. (Copenhagen, Denmark)

Manners are described as a difficult symphony in B natural. — Trumbull Cheer, hm, Trumbull Electric Mfr'g Co.

No wonder the tired business man gets that way. Eight hrs a day he plays ball, shoots the works, greases the skids, knocks 'em dead, pushes his line, pulls in his horns, holds his own, hangs on, digs down, coughs up, follows thru, hits hard, goes overboard and cashes in.—*Phoenix Flame*, hm, Phoenix Metal Cap Co.

One of the jr att'ys in the office of the Washington legal firm of Covington, Burling, Rublee, Acheson & Shorb phoned the Treasury Dep't the other day and asked the young lady with whom he was connected about getting a certain gov't circular. The Treasury girl was astonishingly cordial, once she got the matter of his identification thru her head and said she'd per-

I LAUGHED AT THIS ONE

BONNIE S BALL, teacher
Haysi, Va

The pupils were asked to name the 4 seasons. One little girl ans'd: "Squerl, rabbit, ground hog, and pold cat seasons."—*NEA Jnl*.

sonally see that the document was mailed out right away. As she took his address, she painstakingly spelled back the name of each of the partners. She wanted to be absolutely sure, she said, that she had all of them right.

"Thank you," said the lawyer, gratefully, at the end.

"Thank you," said the girl. "Until you called, my whole family was simply groggy trying to dig up enough names for a litter of pups that just arrived."—*Safer Way*. d

Richard Russel, a fabulously wealthy British merchant but a notorious penny-pincher, permitted himself one pleasure—he went to Drury Lane Theatre almost every evening. But he never checked his overcoat, for the attendant would have expected a tip. Instead, every night, he pawned it for a shilling at a loan shop near the theatre, redeemed it after the performance at a cost of only 1 halfpenny interest.—*GEO W BLACK, Pageant*. e

One man in a thousand is a leader of men; the others follow women.—Sterling Sparks, hm, Sterling Grinding Wheel Division.

Missionaries don't have it easy, and a cook to serve you is not always a luxury. The meaning of cleanliness, for instance, is as far from the understanding of a native cook as truthfulness is from the Kremlin.

One missionary heard a commotion in the kitchen during a dinner for visiting dignitaries. His wife investigated.

"Couldn't find the coffee strainer," was the report. Inquiring what had been used, she was shown a man's sock. At her alarmed remonstrance she was assured, "Don't worry, we didn't dirty a clean one."—J B TWETER, "Native Cooks Can Spoil the Brew," *Christian Life*, 1-49. f

The eyes of all the world have been on Berlin lately—or have they?

In Paris recently Gen'l Sir Brian Robertson put in a telephone call to the storm center.

"Berlin?" said the girl at the exchange switchboard. "Is that in the British Zone?"—*Answers*. (London)

The outstanding feature of the 81st Congress will be the large collection of Democratic faces, some old, some new. All will shine with the quiet happiness of men who have miraculously escaped from private life. — HOWARD BRUBAKER, New Yorker.

One amusing story of the shallow Missouri in the early days concerns a river steamer that was attempting to scrape its way over a treacherous sand bar. Her en-

Wkly Work Schedule Of French Cabinet

Mon . . . Conf's with leading personalities.

Tues . . . Formation of new cabinet.

Wed . . . First meeting of new cabinet.

Thurs . . . First announcements by the new cabinet.

Fri . . . Withdrawal of announcements.

Sat . . . Resignation of new cabinet.

Sun . . . Sunday.

Mon . . . See above.

—*Nebelspalter*, Switzerland.
(QUOTE translation) h

Page Seven

M LIVING

THE MAGAZINES



Videographs

"Anno Domini 1948 was the yr that proprietors of bars and grills discovered television and the people of the U S discovered Harry S Truman," said Wm McELlicott, in N Y Star. The following is a brief collection of the views of various people connected with video and their opinions on how it will affect our future:

Television is a new art, according to J B Priestly, noted British author. Trying to define exactly what kind of an art medium television is, he says:

"I think if we took the short story or short novel, the ultimate play, the more intimate sort of film, and drew a line somewhere between them, you would find this medium. Television is more intimate than a film, it has the advantage over the short story of visuality and a television play is more fluid than a stage play. Its possibilities don't exist fully in any one of these other media."—Milwaukee Jnl.

Television will make many contributions to our life and times, but its greatest contribution I feel will be in the broad field of education. Television will shed light in areas darkened by ignorance and prejudice and will bring a deeper understanding between nationalities and races and thus serve the cause of peace and democracy.—Dr ALLEN B DU MONT, Pres, Allen B Du Mont Labs, Inc, N Y Star.

SAM GOLDWYN, Motion Picture Producer: "Television will force the elimination of many poor films because people will not desert their receivers to see anything but the best that films can offer."

The neighbor had a television set long enough to run behind in his monthly payments. The dealer wrote each wk asking him to make up the arrears but with no results. Then the dealer sent a final message and said much to his regret he would have to take steps to retrieve the set, and what would his neighbors think about that. Came the reply and a check, "I showed the letter to my neighbors and they were deeply concerned. All of them thought it would be cheaper to continue using my set rather than buy their own—so they all chipped in."—Christian Science Monitor.

Television in full color within 5 yrs was predicted by John J Barry, speaker at the annual meeting of the Massachusetts Soc'y of Colonial Wars. "Live" movies telecast direct from Hollywood were also foreseen.—Boston Globe.

FRANK M FOLSOM, new pres of RCA: "Television is the fastest growing new industry in the U S. It is rapidly establishing itself as one of the economic bulwarks of the Nation."

Radio, by its very absence of sight, often has a far more intimate effect on a prospective customer than does video. A compelling and convincing voice can go a long way to win a listener. The mind fills in what it would like to see. But the addition of sight—be it the announcer's visage or even the pkg—seems to split the prospect's interest. He or she may not like said announcer's face . . . or tie . . . or expression. She—or he—may feel the product looks smaller, more expensive, or cheaper than

the one already purchased. But the voice alone—since it is our principal means of communicating ideas—is an effective selling tool itself.—BOB FOREMAN, in Adv'g & Selling.

Television has curious effects on some people. Milton J Cross, veteran announcer, for example, finds himself forced to quit the medium for the time being. It seems he suffers from nose-bleed under lights!—Milwaukee Jnl.

Sir WM HALEY, Director-Gen'l, British Broadcasting Corp'n: "Television is a permanent addition to the 20th century way of civilized life. Its extension to cover the whole country and its eventual marriage with sound broadcasting, once the 2 coverages are approximately similar, will overshadow all other broadcasting problems in importance during the next few yrs. The social obligations are great. The technical possibilities enormous."



It is estimated that the nation's automobile filling stations now outnumber our grocery stores. On every well-traveled highway one may have a choice of vendors. It was not always so. Thirty-seven yrs ago there wasn't a single filling station in all the land. In 1912, owners of the 902,600 automobiles were dependent upon periodic visits of horsedrawn tanks peddling kerosene and the unimportant by-product, gasoline.

In the spring of '13, one of these drivers had an idea. Instead of going to motorists, he would have them come to him. So, in Columbus, O, this man—HARVEY V WICKLIFF—opened the 1st filling station in the U S. Twenty yrs ago, WICKLIFF retired. Two wks ago, in Columbus, at the age of 85, he died.

